Mission Shakti : Mission to Create Social Revolution

Pravakar Sahoo

- Mission Shakti was launched on the occasion of International Women's Day on 8th March, 2001 by Hon'ble Chief Minister of Orissa.
- The Mission aims at empowering women through formation and promotion of one lakh women's Self Help Groups over a period of 4 years - 2001-2005 and strengthening the already existing ones.
- During April 2001-September 2003 (In Orissa):
  1. 96,661 Women's Self Help Groups (WSHGs) formed with 12,42,313 members.
  2. 40,203 WSHGs credit linked through banks.
  3. More than Rs.68.00 crores have been advanced as credit to these groups.
- Tie up has been made with Orissa Khadi and Village Industries Board and Orissa Khadi & Village Industries Board and Orissa Khadi & Village Industries Commission for involvement of WSHGs in their REGP (Gramodyog Rojgar Yojana).
- With the help of Deptt. of Horticulture banana cultivation by SHGs is being encouraged in the State. 374 no. of groups have taken of banana cultivation in different irrigated patches of the State.
- Steps have been taken for providing Gram Panchayat tanks to Women's SHGs on priority basis for taking up pisciculture. So far 552 G.P. tanks are being used by SHGs for pisciculture purposes. Tie up has also been made with Directorate of Fisheries for providing technical support to the SHGs.
- In collaboration with UNDP, it has been decided to impart computer literacy to WSHGs in 38 IT Kiosks in the State. This step aims at skill upgradation of women and their consequent empowerment. Training has already been imparted to 27 women at Ambasol G.P. of Balikuda block in Jagatsinghpur district.
- Mason training is being imparted to WSHG members in collaboration with UNDP; three SGHs have already been trained in Jagatsinghpur. Very soon this training would be imparted to SHGs in other districts also.
- Exhibitions of SHG goods are being organised with the help of ORMAS & XVIC in different districts of the State. Four exhibitions at Rourkela, Angul, Cuttack and
Koraput have already been organised, where massive sale of SHG goods have taken place. These exhibitions have also given good exposure to the members of SHGs; they have been able to interact with people of various districts participating in exhibitions.

- Project "Shakti Gaon" has been introduced in the State for engaging SHGs as retailers of LPG cylinders for rural households. The process of implementing the scheme has already been launched in Ganjam district. In this regard, necessary tie ups have been made with ORMAS and Oil Agencies namely HPCL and IOL.

- Financial assistance of Rs.189 lakh have been provided to 3780 weak WSHGs of KBK districts @ Rs.5,000/- per group for initiating them into some income generation activities. Similarly, Rs.1.00 crore has been provided to 2000 weak WSHGs in non-KBK districts of the State.

- Attempt has been made to ensure uniformity in maintenance of records at the SHG level in all the district of the State.

- Federations of SHGs have come up in 16 districts and emphasis is being laid on constitution of federations in the rest 14 districts.

- District Resource / Sale & Training Centres are coming up in 11 districts.

- "Women Welfare Fund" has been created in Ganjam district which shall be replicated in other districts too.

- Women SHGs are taking up varieties of income-generation activities such as piggery, goatery, pisciculture, dairy, setting up of PDS outlets, kerosen dealership, execution of labour intensive works, vegetable cultivation, floriculture, horticulture, carpet making, khali stitching, bee-keeping, rope making etc.

- WSHGs are also taking up social activities like immunisation, cleaning of village roads, ponds, repairing of tube-wells, artificial insemination of animals, monitoring of Govt. programmes like ICDS and MD, anti-liquor and literacy campaign etc.

- Mission Shakti is a campaign, a mission which has by now taken the form of a social movement. It is a silent revolution in the villages.

- Mission Shakti is moving to success in all the districts of the State under the supervision and guidance of Hon'ble Chief Minister, Shri Naveen Patnaik. He is personally reviewing the Programme with the District Collectors through Video-Conferencing and other means. He has put emphasis on constitution of federation of SHGs, skill upgradation and capacity building of women and adoption of more and more highly remunerative economic practices.

Shri Pravakar Sahoo is an Information Officer in the Information & Public Relations Department, Bhubaneswar.